NEW STUDY IS AVAILABLE

Chemical industries seeking new plant locations will have access to detailed information on Virginia's advantages in a study just completed for reference and promotional use.

"The Chemical Industry Grows With Virginia," a 36-page brochure, has been published by the area development department of the Virginia Electric and Power Company as a joint project with the State Unemployment Compensation Commission, Department of Labor and Industry, Division of Planning and Economic Development, Water Control Board, and the State Chamber of Commerce. Each section of the brochure was prepared by a specialist on the particular subject.

The study fills a long standing need, according to Walter I. Dolbeare, vice president in charge of area development for Vepco. The chemical industry is now the largest single industrial employer in Virginia and is steadily expanding, he said. The data in this booklet provides complete information for an industrial prospect which in the past had to be compiled from many sources.

Included are sections dealing with the chemical industry's recent growth, the factors favoring continuing expansion, labor potential water resources and water pollution control.

Maps show the dispersion of the chemical industry, new plants and plant additions, transportation facilities, location of electric and natural gas transmission lines, colleges and universities, and distribution of Virginia's labor potential.

Initial distribution of the brochure began today with mailings to the heads of interested governmental agencies, Chambers of Commerce, industrial development departments of railroads, and many others. Copies will also be made available to any industries which are considering Virginia as a location for further expansion.

Never could figure out why they called'em slacks when there's never any slack in them.- Journeyman Barber.

Summer: What you wait for all year, complain about when it arrives, and wonder where it ever went after it is gone. - Changing Times.

Iceland has no railway.

FIELD REPRESENTATIVE OF CANCER SOCIETY

William Walton Cobbs, of Rocky Mount, Va., has been appointed a field representative to the staff of the Virginia Division, American Cancer Society Inc., effective September 1, it has been announced by Bernard W. Woodahl, Executive Director. He will be in charge of the operation of the Virginia Division's mobile educational unit, the Cancermobile, and will make his headquarters in Charlottesville, where the state office of the Virginia Division is located.

Mr. Cobbs is a native of Franklin County and attended the public schools in Rocky Mount. He also attended Roanoke College, graduating in 1948, and served in the U. S. Navy, spending eighteen months overseas. While in the Naval service he had additional schooling at Princeton, Penn State and Colgate. He did graduate study at Columbia University and the University of Paris. For the past five years Mr. Cobbs has served as a Courier/Liaison Officer with the U. S. Department of State, being located in Paris. He returned to the United States in June, 1954.

The Cancermobile unit is a large mobile bus equipped to show motion pictures and is operated throughout the state as part of the society's lay educational program. It is used in downtown areas of cities, and at various public gatherings in communities of all sizes.

ANNUAL FUR CATCH REFLECTS NEW FASHIONS

Statistics on the annual fur catch in Virginia between 1948 and 1953 show a conspicuous decline, especially during the last year for which figures are available and particularly in the long-haired furs such as fox, and raccoon, which are no longer in the fashion favor they once were.

The total catch in 1948-49 was 309,099, whereas in 1952-53, it was only 194,713. For gray, red and other foxes, the figure went down from 6,704 in 1948-49 to 2,948. The skunk catch went from 62,939 to 25,728 in the same years. The otter catch alone has shown an overall increase, though the 508 of 1949-50 topped last year's figure of 387.

Virginia does not require trappers to make reports on furs taken, but fur buyers must report on furs purchased, according to I. T. Quinn executive director of the Commission of Game and Inland Fisheries.

TIME OF CUTTING ALFALFA IMPORTANT TO GROWERS

Close cutting of alfalfa can ruin the stand.

S. B. Fenne, plant pathologist at VPI, says a good top growth must be on the plants by late fall. This growth will offer protection from winter injury, and will also let the plant store up a reserve of food for the winter.

The food supply must be enough to give a high degree of cold-resistance and furnish food for spring growth. A weak plant is much more likely to get diseases. If the last short growth of alfalfa is taken off the field late in the fall, Fenne says, the stand can be badly damaged. In several experiments conducted in other states, the late green succulent growth was cut off from a part of a field in the early part of October. In the rest of the field the growth was allowed to stay on the plants throughout the winter. The close-cut part lost 75% of the stand, and the yield next spring was very poor.

Cutting alfalfa in the early bud stage throughout the year also reduced the stand and let grass and weeds take over.

WORLD TRADE CONFERENCE

Richmond, Va.- Sture G. Olsson president of the Chesapeake Corporation of Virginia, will be speaker at a commodity breakfast dealing with tobacco and general manufactured goods at the sixth annual World Trade Conference, September 30-October 1. William L. Pierce will October 1. William L. Pierce will preside over the meeting.

The announcement of Olsson's acceptance to speak at the two - day conference, to be held at the Hotel Chamberlin, Old Point Comfort was made by Col. W. T. Watkins, of Newport News, chairman of the conference.

More than 500 Virginia businessmen are expected to attend.

The paper products company executive, who lives in West Point, will make his address during the first day of the conference, designed to stimulate interest in world trade.

A native of West Point, Olsson attended public schools there and at Alexandria before attending the University of Virginia, where he studied mechanical engineering and received his B. S. degree in 1942.

Boston is the largest state capital city in the United States.

County Line

County Line, Aug. 31.- The revival is going on at the Holiness Church near here.

Several people from this section have been to North Carolina to carry tobacco.

Mr. Josh Mullin and son, Edward attended the burial of his brother in Roanoke Monday.

Mrs. Self and son, Walter, and friend, Miss Moss were the dinner guests Sunday in the home of Mr. Booker Jones.

Mr. Berkley Mayberry, Mr. and Mrs. Russell Mayberry, and Mr. and Mrs. Doug Doss went to Buggs Island last Sunday.

Mr. Mell Jones has returned to the home of his daughter, Mrs. Harris near Phenix after spending a week with his son, Vernie Jones.

Other recent visitors in the home of Vernie Jones were Mrs. Willie Jordan, of Fredericksburg and Victor Jones, of Newport News, Mr. and Mrs. Edward Harris, of near Phenix; Mr. and Mrs. Stafford Jones, and son, of Hopewell, and Mr. and Mrs. Frank Moore and children.

Mr. and Mrs. Frank Moore spent Sunday with his parents, Mr. and Mrs. Melvin Moore. Mr. Moore is not so well.

Mr. and Mrs. Bernard Pillow and Mr. and Mrs. Roscoe Ramsey visited in the home of Mr. and Mrs Jesse Jones last Sunday.

Mr. Perlie Jones and Mr. John Painter went to Halifax Sunday.

AMBROSE - FERGUSON

Mr. and Mrs. A. J. Ferguson are announcing the marriage of their daughter, Anna Belle, to Linwood Mitchell Ambrose, son of Mr. and Mrs. Russell Ambrose, of Gloucester. The ceremony took place Saturday, August 21, in Appomattox the Rev. F. J. Wingfield officiating. The couple will live in Richmond, where Mr. Ambrose has a position.

RETURNS TO STATES

Norfolk, Va., (FHTNC)- Joel D Martin, machinist's mate fireman USN, son of Mr. and Mrs. Harry C. Martin and husband of Mrs. J. D. Martin, all of Route 1, Appomattox, Va., returned here August 16th aboard the destroyer USS Stormes completing a 'round-the world cruise and a tour of Far Eastern duty.

While in the Far East the ship operated with the fast carrier Task Force 77, and escort and blocading force in various operations with the 7th and 9th Fleets.

Ports of call included Naples, Italy; Aden; Singapore; Columbo; San Francisco; San Diego, and Balboa Canal Zone.

Water Show at Pulaski

Pulaski, Va.- Amateur and professional water skiers throughout the nation will compete for the Pulaski County Water Festival Championship at Claytor Lake September 6, at 2:00 P .M., officials have announced.

Sponsored by the local Chamber of Commerce, the event will include trick competition, slalom, jumping and skiers towed by an airplane in competition for ribbons, plaques and championship trophy.

Clara Jean Robinson, Miss Virginia Press Photographer Queen of 1954, will reign over the festivities, attended by an honor court of representatives from six surrounding areas.

Approximately 75 skiers are expected to enter the competition. Awards will be presented by Miss Robinson and her attendants.

The spectacle will open with a water pageant over the one-half mile course between the dock and bathing beach. All craft, drivers and skiers will skim past the reviewing stand.

The lake covers 438 acres, with a 100-mile shortline. Due to its 22-mile length, it is the only state park where power boats are permitted.

GOVERNOR NAMES STUDY COMMISSION FOR SCHOOL STUDY

Virginia's 32-man, bi-partisan legislative commission, appointed Saturday by Governor Stanley to recommend a course of action in connection with the Supreme Court's school segregation decision, will have its first meeting on Monday Sept. 13. The all-legislator group includes 12 state senators and 19 members of the House of Delegates.

The governor's public announcement of the group's formation asked the legislators to meet with him at 11 A. M., at Richmond, Sept. 13 to organize and begin its work.

The chief executive pointed out that any program relating to the public school system must be considered and acted upon by the General Assembly. Also that the more information of first hand nature that the legislators can obtain, the better equipped they will be to deal with the problem at such time as legislative decisions must be made.

News Around Town

By Mrs. Calvin Robinson

Mrs. Blanche Conner, Worthy Marton, of the Appomattox O. E. S. Chapter, has announced a special meeting for Tuesday evening Sept. 7, at 8 o'clock, in preparation for the District School, in which the chapter members will take part. All officers and members are urged to attend this meeting for new and additional instructions.

Something new has been added in Appomattox .. thanks to the Appomattox Telephone Company for installing a public telephone booth, a much needed item. The new booth is located on Route 460 directly in front if the Seay Brothers Service Station. And you know something it is painted a bright red!

I want to congratulate H. Y. Spencer for the wonderfully modern drug store now almost completely refurbished. We can now compete with any city, only I think that Spencer's is much more attractive that many a drug store I have visited in large cities. The theory is: "Nothing is too good for Appomattox!"

I had occasion to attend homecoming services at the Hollywood Baptist Church Sunday .. and what a fine church, with lots of new improvements which were dedicated on that day. Also: what a bountiful dinner was served! Not only are the improvements a great help to their church work, but we understand they are all paid for, too! They have installed new pews, new hardwood floors and are now planning a new heating system. I used to attend Hollywood Church .. away back .. many years ago, when I was only two! What I really want to do now is to congratulate the fine people at Hollywood for their accomplishment.

Congratulations to Mr. and Mrs Robert A. Englander on the birth of a son, Robert Arthur Englander Jr. Robert was born August 14 at Virginia Baptist Hospital.

I liked this one:

Father Darkleaf claims he heard it while we were down in Georgia in July. They said it had been so DRY down there, that the Baptists were sprinkling, the Methodists were just moistening their brows with a damp cloth, and the Episcopalians were taking them in Dry, Dusty and Dirty!

Miss Peggy Ellen Cole will be one of the Star Models in the Baldwin Department stores showing of fashions Thursday evening at ... P. M. in the E. C. Glass High ... Auditorium, Lynchburg. The ... entitled, "Fall Fashion Star..." is expecting an audience of ... people.

Friends are glad to see Dr. ... Swing back in town after a ... stay in the hospital. Dr. Swing ... now back in his office.

Friends welcome Miss Mar... Fulp back to Appomattox and ... position in the Spencer Drug ... Miss Fulp spent several months ... Roanoke this summer with her ... Mrs. Sid Conner.

Friends are glad to hear that ... Jacqueline Jamerson has ... home from the hospital and is ... ting along nicely. Miss Jamerson ... recovering from injuries sustained ... a recent automobile accident.

J. Lloyd Hudson reports a ... fishing trip on the Rappahannock ... River that he and a number ... friends enjoyed last week. The ... consisted of Mr. Hudson, E. O. ... son, H. D. Carter, Lloyd Bryant, ... win Carter, Toby Inge and "Cub" ... Carter. He reported that the ... caught 487 fish.

The newly organized IPTAY ... will meet at the high school ... torium Friday night, Sept. 3, ... o'clock.

The Rev. and Mrs. Cecil G. ... ter, of Dunnsville were pleasant ... itors in the Times-Virginian ... Friday.

Pfc. Jack D. Layne has been ... moted to the rank of Corporal ... is stationed in Korea.

The annual Marshall-Caldwell ... union is scheduled for this Sunday ... at the home of the late Mr. ... Mrs. H. B. Marshall.

We are glad to see Mr. Ben C... well out again after a recent ... ness. Mr. Caldwell was a pleasant ... visitor in the Times-Virginian ... this morning and he did not ... empty-handed! He brought us ... watermelons. One of them was ... "golden watermelon" something ... for us! He also extended us an ... vitation to attend the Marshall-C... well family reunion this Sunday ... usually attend this reunion and ... to be with such fine people!

OIL GROUP OFFICIAL ANNOUNCES GAS TAX REMINDER PROGRAM

Starting next week gasoline pumps throughout Virginia will display small permanent signs telling the total gasoline tax paid by motorists on each gallon they buy, Mr. W. T. Hyde, of Richmond, chairman of the Virginia Petroleum Industries Committee, announced today.

The message on the signs will read: PRICE INCLUDES 8c TAX ON EACH GALLON.

Mr. Hyde said Virginia oil men are posting the Gas Tax Reminders on service station pumps because they believe the public needs to be reminded about the gasoline tax.

"Modern computing pumps, which mix the tax right in with the price of gasoline, may cause motorists to overlook or forget about the size of that tax," he asserted. "But with Gas Tax Reminders posted ... all pumps, motorists will have ... attention called to this tax ... time they buy gasoline."

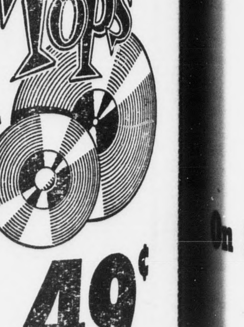
Mr. Hyde explained that oil ... approved the principle or a ... able state tax on gasoline as a ... means of paying a just share ... road costs. However, they be... that the right to tax gasoline ... be reserved exclusively to the st... and that the federal govern... should withdraw from this field ... added.

He further declared that ... gardless of how anyone might ... about the gasoline tax, no one ... dispute the right of motorists ... know how much it costs them. ... feel this Gas Tax Reminder ... gram is an important tax educa... al step for the people of this state.

He said it was the commit... goal to have the Tax Remind... posted on every gasoline pump ... the state.

PRINTING
ANY QUANTITY
BEST QUALITY
Prompt Service
Reasonable Prices
- ENVELOPES
- HANDBILLS
- BUSINESS FORMS
- PROGRAMS
- BOOKLETS
- CARDS
- DODGERS
- TABULATED FORMS
- GENERAL JOB PRINTING
- LETTERHEADS

send your next order to . .
The Times-Virginian



AMERICA'S GREATEST NEW RECORD VALUE!
4 COMPLETE FULL LENGTH TOP HITS on every record!
49¢
SPENCER Rexall DRUGS
GOOD HEALTH TO ALL FROM REXALL

...kham

..., Aug. 31.- Mr. and Mrs. ...ris, Mr. and Mrs. R. E. ...and Mrs. H. L. Yeatts and ...r. and Mrs. M. G. Mar... ...amily, Miss Rachel Mar... ...r. and Mrs. H. H. Moore, ...amily were Sunday din... ...of Mr. and Mrs. Ashby ...

...and Mrs. R. H. Ferguson ...week-end guests of Mr. and ...T. Morris and Mr. and Mrs. ...artin, Jr.

...Sunshine Class of Trinity ...Church had a water... ...at the home of Mr. and ...E. Martin on Saturday ...

...day dinneer guests of Mr. ...W. A. Weakley were Mr. ...Dannie Harris and girls ...mouth, Va.; Mr. and Mrs. ...Weakley and daughter, of ...; Mr. and Mrs. Warren ...and children, and Mr. and ...Fred Weakley, all of Con...

...and Mrs. Herman Moore, Jr. ...mond are spending their ...with their parents.

...and Mrs. R. B. Martin and ...Miss Eunice Martin spent ...week-end at Virginia Beach.

...Mrs. Carl Goad and girls ...Carol and Donald and ...May Rosser, all of Newport ...Va. visited Mrs. Luna Bell ...week-end.

...mplin Rt. 1

...plin, Route 1, Aug. 30.- Mr. ...Mrs. Allen Baldwin and daugh... ...Barbara Kae, and Mrs. Sally ...have returned from vacation... ...North Carolina and Tennes...

...and Mrs. Allen Baldwin ...daughter, Barbara Kae, were ...guests of Mr. and Mrs. Ed... ...Baldwin.

FOR
...EYE CARE
CONSULT YOUR
Eye Physician
FOR
...EYE WARE
CONSULT YOUR
GUILD OPTICIAN
GUILD Rx OPTICIANS
...A. G. Jefferson
...Floor Allied Arts Bldg.
Lynchburg, Va.
...CLUSIVELY OPTICAL

EHRICH'S
Optometrist and Opticians
1107 MAIN ST. — LYNCHBURG
Hours 9 a. m. to 5 p. m. — Wed. 1 p. m.

Hear . . .
The Appomattox Hour
over
1390 KC
WWOD
5000 WATTS
...n SUNDAYS - 1:30 to 2 P. M.
(note change in time)
Sponsors . . .
BANK OF APPOMATTOX
APPOMATTOX HARDWARE COMPANY
MAUD'S HOT SHOP
News, Features & Music

WRESTLING TONIGHT IN LYNCHBURG

Lynchburg, Va.- Wresting promoter Charlie Laye will introduce Ella Waldek, "the Polish Panther" to Lynchburg wrestling audiences on Thursday night, Sept. 2, in the feature of a three-event show at City Armory.

Miss Waldek, a 26-year-old native of the state of Washington, is of Polish-German extraction and rated as one of the top women wrestlers in action now. She is featured in the September edition of Boxing and Wrestling.

Possessor of a Jekyll-Hyde complex, the Polish Panther changes from a somewhat quiet and unassuming young woman into a raging terror as she nears the arena. She is sullen and sulky in her dressing rooms before matches, a condition that grows steadily worse as match time approaches, and then fails to relax until she has left the scene of battle.

Captain of her high school basketball team in Spokane and later a member of the Bailey Bombers softball squad, Ella was seriously burned when a B-25 bomber on which she was testing instruments during a flight crashed in war years. Later she entered the roller derby and then joined pro mat ranks. She is now ranked among the top five women in the mat game. At 26 years of age, she stands 5 - 5, and scales 140 pounds.

Her opponent tonight will be Barbara Baker, of Charleston, W. Va., one of the new girl wrestlers, who has been unusually successful in a recent tour of the Midwest.

As a co-feature, Roughouse Jack O'Brien, a heavyweight boxer turned wrestler, has been imported here in the hopes that h can take care of Charro Aztec, the "meanest man in Lynchburg wrestling."

As a third top attraction on the card, the Swedish Angel will return after an absence of several months to battle Don Martin.

There will be no wrestling show next week because of the food show at the Armory.

ARE TEEN-AGE DRIVERS BETTER OR WORSE THAN ADULT DRIVERS?

Let's talk a bit today about the teen-age automobile driver. The kids have been a target for adult criticism for a good many years now—often unjustly. A particularly sore spot with them is the grown-up practice of indiscriminately charging them with being reckless auto drivers. Most teeners feel that it's only the few bad drivers who give the rest a bad name.

Well, a cross-country survey of licensed teen-age drivers, made by Fact Finders Associates, Inc., seems to back them up somewhat. Most of them, it indicates, are a lot more careful than they're credited with being. Seventy per cent of those polled, for example, had never been involvd in a motor accident, and 82% of the teen drivers who were in accidents were not blamed for the mishaps.

On the other hand, because their reflexes are quicker and their minds more alert, many teen-agers do take more chances on the highway than adult drivers. Thus several teenagers quiried in the survey admitted that they sometimes travel at high speeds. One boy admitted to driving at 120 miles per hour, for example.

Highest speed driven by any girl interviewed was 110 miles per hour. Also, 13% of the teen drivers admitted to being "hot-rodders." And, of course, insurance statistics show that under-25-year motorists are responsible for a high percentage of highway accidents. A National Safety Council study for 1953, covering all drivers involved in fatal accidents were under 20 years of age.

With Labor Day week-end just over the horizon, safety experts think young drivers should be informed of the safety pointers advocated for adults. Here they are, kids. If you'll observe them perhaps the highway fatality toll over this holiday week-end will be less than the 348 recorded over Fourth of July.

1. Get a good night's rest before starting out on any trips.
2. Pull off the road every couple of hours for a cup of coffee or some other alertness beverage.
3. If you're planning to travel for several hours a day, don't insist on doing all the driving. Let another driver spell you ocassionally.
4. Don't be a bumper-rider. It's a good idea to stay 100 feet behind the preceding car, according to the American Association of Motor Vehicle Administrators.
5. Always stop driving if you feel tired. A government study has shown that fatigue was a factor in 37% of approximately 360 accidents studied.
6. Don't think you always have to go as fast as the law allows. Sometimes it's smarter .. and safer .. to travel below the speed limit. Be guided by conditions at the time.

Game Warden's School

The eighth annual game warden school at Blacksburg, held from August 16 to 19, was generally regarded as the best yet held, with full attendance and a highly informative program. It is increasingly evident that the law enforcement staff is becoming more enthusiastic in their work from year to year.

Game Warden D. A. Conner and deputy M. A. Booker attended this school.

While main accent, of course, was upon the many phases of law enforcement, education is becoming more and more a part of the daily duties of the wardens. On the premise that it is more important for a man to be persuaded not to violate the law than to apprehend him after he has violated it, the law enforcement staff is playing an important part in kindling interest in all the aggressive programs of the Commission of Game and Inland Fisheries to make Virginia a better hunting and fishing state.

The wardens are playing an increasingly important part in disseminating information about the things the Commission is striving to do. When the present long - range wildilfe program was launched, it was realized that its success would depend greatly upon the understanding and active cooperation of the general public.

REMODEL YOUR WIRING SYSTEM

By: R. H. Trice, Rural Representative, Virginia Electric and Power Company

Does your wiring system need remodeling? A look at the following questions may give you an indication as to whether or not your wiring is adequate and safe.

Do you sometimes have fuses to blow?

Do your lights grow dim for a few seconds when a piece of electrical equipment starts (say the refrigerator or deep freeze)?

Does your electric range or other electric heating equipment seem to heat slower than others you have seen?

Does that electric brooder in the brooder house seem to put out less heat than it used to?

What about those motors located in the barn or in other places some distance away from the meter —do they overheat, do they seem to strain when they start up under load?

If your answer to any of the above questions is yes, then the chances are that your wiring system is in need of a remodeling job. And if your home was wired ten years or more ago the chances are that you have outgrown your wiring system.

Unforseen expansion in the use of electricity in recent years has caused many a wiring system to become outmoded in a relatively short time, and the result is seen as unsatisfactory operation of equipment and blown fuses.

An electric wire is like a water pipe in that a given size pipe will carry only so much water at a given pressure, and a wire will carry only so much electricity at a given voltage. The amount of current that will flow through a given wire is governed by the diameter and length of the wire. The more current that has to flow, the larger the diameter and length of the wire must be; and the longer the wire is, the greater the diameter must b in order to allow the current to flow without excessive loss.

If the wire is too small, the resistance to the passage of current causes the wire to heat and also causes voltage drop. This heat is wasted power which you pay for, but do not get any benefit from. Such heating of the wires also causes the insulation to deteriorate and over a period of time may cause the insulation to crack and fall off completely, thus exposing the bare wires and creating a potential fire hazard. Voltage drop caused by wires being too small will impair the performance of electrical equipment and may damage it.

Application of electrical equipment on the farm and in the home offers tremendous advantages in labor saving, money saving, and conveniences. Electricity is one of the most inexpensive, efficient, and dependable forms of energy; but your electrical equipment will only do as much as your wiring system will let it do. An adequate wiring system is a must in order to realize maximum benefits from electrical equipment.

If you think your wiring system is in need of a remodeling job, your Vepco farm representative will be glad to offer you his advice and assistance.

BIG INCREASE IN NUMBER OF HUNTING LICENSES

For the information of the public, here are the figures for hunting license sales in Virginia from 1940 through 1953:

1940	116,810
1941	109,497
1942	123,759
1943	123,157
1944	126,163
1945	151,814
1946	194,275
1947	252,459
1948	300,487
1949	381,010
1950	400,289
1951	400,139
1952	442,710
1953	473,116

Thus it will be seen that 4.4 times as many licenses were sold in 1953 as in 1940.

It is believed that the figures will hit the 500,000 mark this year.

Your friend and neighbor in Lynchburg

The FIRST National Bank of Lynchburg
THE OLD, BIG, STRONG BANK
Chartered 1865
Member Federal Deposit Insurance Corporation

*Latest official new-car registration figures**
for the 6-month period ending June 30, 1954, show

Ford is first in sales

Ford is first in sales because it's first in value!
It is the only car in the low-price field that offers
... a V-8 engine ... Ball-Joint Front Suspension ...
Trend-setting Beauty!

With Ford Dealers selling more cars than any other dealers . . . with Ford sales up 48% when the industry as a whole is selling fewer cars . . . with more people buying more Fords than ever before, there can be little doubt that today's Ford is *your* best buy, too. For what other car at Ford's price offers you V-8 power? What other car at Ford's price brings you Ball-Joint Front Suspension and trend-setting beauty? And what other car at *any* price returns you so high a share of your money at trade-in-time as Ford? The answer is simply this: no car at *any* price brings you so much of what you want most as does Ford. Test Drive the Ford of *your* choice and see!

*SOURCE: R. L. Polk and Company. Registrations for January through June, 1954, latest month for which figures are available.

See your Ford Dealer for
Today's best buy . . .
Tomorrow's best trade

F.D.A.F.